



# Expanding Cultures

Arts and Local Government Conference

July 24-27 2007

Chapel off Chapel, Prahran, Victoria, Australia

## **DIFFERENT APPROACHES TO EVALUATION - KEY TRENDS & EMERGING IDEAS**

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### **Abstract**

*As the State's museum, Museum Victoria has a responsibility "to engage and interact with broad and diverse audiences". This responsibility is articulated in mission and strategic directions of the Museum and as part of its corporate planning the organisation is currently developing a Community Engagement Framework in order to describe and communicate the various layers of engagement and interaction it has with these audiences.*

*For example, did you know that the diving community helps Museum Victoria count fish in the Bay? Or that the museum partners with Indigenous and multicultural communities to create exhibitions, festivals and events from the community's perspective? Or that each year the Immigration Museum, Melbourne Museum and Scienceworks receive a combined total 1.5 million visitors and an additional 50,000 Victorians, who cannot come to our museums, have museum experiences via our outreach program?*

*This work-in-progress presentation of the Museum Victoria Community Engagement Framework will highlight the whole of organisation approach undertaken in its development and its effect on evaluation, reporting and planning, especially measures and indicators based on broad and targeted reach and participation.*

### **Museum Victoria – Background Information**

Museum Victoria is Australia's largest public museum organisation. As the State museum for Victoria, it is responsible for looking after the State's collections, conducting research and providing cultural and science programs for the people of Victoria and visitors from interstate and overseas.

Museum Victoria's origins date back to 1854 with the founding of the National Museum of Victoria and later, the establishment of the Industrial and Technological Museum of Victoria (later known as the Science Museum of Victoria) in 1870. By proclamation of the *Museums Act 1983*, these two institutions were amalgamated to form what is today known as Museum Victoria, governed by the Museums Board of

Victoria. Until the 1990's Museum Victoria was co-located at 328 Swanston Street with both the State Library of Victoria and the National Gallery of Victoria which moved to new premises in the late 1960's. In the late 1980's Museum Victoria commenced a series of capital works projects and now operates three museums and is custodian for the World Heritage listed Royal Exhibition Building.

**Scienceworks Museum:** *Opened 28 March 1992*

Located in the grounds of and incorporating the historic Spotswood Pumping Station, this interactive science and technology museum includes the Melbourne Planetarium and The Lightning Room, a high voltage demonstration theatre.

**Immigration Museum:** *Opened 12 November 1998*

The Immigration Museum situated in the Old Customs House on Flinders Street is a contemporary social history museum that explores issues of immigration and cultural diversity.

**Melbourne Museum:** *Opened 21 October 2000*

Melbourne Museum stands adjacent to the historic Royal Exhibition Building in Carlton Gardens. Melbourne Museum showcases Australian History, Indigenous Cultures and Natural, Environmental and Life Sciences. The Melbourne Museum site also includes the IMAX large screen theatre.

**Royal Exhibition Building:** *Constructed 1879-1880*




*Museum Victoria ownership since 1996*

Located in Carlton Gardens and alongside Melbourne Museum, the Royal Exhibition Building continues to host exhibitions and other events. The building and gardens were inscribed on the UNESCO World Heritage register in July 2004.

**Our Vision**

*Museum Victoria will reach out to an increasingly diverse audience through its collections and associated knowledge, using innovative programs that engage and fascinate. We will contribute to our community's understanding of the world and ensure that our inheritance is augmented and passed to future generations.*

## Museum Victoria Framework of Engagement Examples

<p><b>Visitation</b> *05-06 Annual Report          Total ticketed entry: 1,485,855</p> <ul style="list-style-type: none"> <li>• Melbourne Museum, 680,175</li> <li>• Scienceworks 397,861</li> <li>• Immigration Museum 126,606</li> <li>• IMAX 281,213</li> </ul> <p>Website 3,540,961          Discovery Program 60,812</p> <p><i>The Discovery Program</i>          The Discovery Program is a physical outreach program that provides access to those Victorians who cannot visit our museums for such reasons as geographical distance, age, health and incarceration. A particular focus is early learners and older adults.</p>	
	<p><b>Participation</b>          Targeted and tailored programs focused on participation from specific communities.</p> <p><i>Science Morning Teas</i>          This program explores partnerships with local residents and community care organisations to explore family learning focused on literacy and science. It is a sustained community engagement program that makes local connections and builds confidence to engage in the life long learning behaviours.</p> <p><i>Volunteers Program</i>          In 2005/06 a total of 645 Museum Victoria volunteers contributed 55,240 hours from an active and stable pool of 460 volunteers. The program has 67 volunteers who speak 26 different languages other than English. 135 volunteers are under thirty years of age and 154 are over sixty-five years of age.</p>
<p><b>Co-Authorship and Co-management</b>          Projects that have a deep impact on the community and Museum Victoria.</p> <p><i>Pacific Islanders Festival at the Immigration Museum</i>          This festival brought together individuals from 13 different Pacific Islander communities resident in Melbourne. Elders from the Fijian</p>	

community used the festival as a focus for passing on cultural heritage traditions and taught younger community members the traditional Fijian Kava ceremony. The Museum Indigenous Cultures Department used the festival as a focus for identifying a range of collection items without provenance.

***Women on Farms Gathering  
Heritage project***

This ongoing collaboration between Museum Victoria and the Women on Farms Gathering is building a collection that records and acknowledges the diversity of rural women's experiences.

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*Linda Sproul has been with Museum Victoria since 1998 in a variety of exhibition and program focused roles and is currently the Manager, Museum Victoria Public Programs. This department includes the public programs at Immigration Museum, Melbourne Museum and Scienceworks, the MV Volunteer Program and the Museum Discovery Program. Linda is also the Chair, Arena Theatre Company. lsproul@museum.vic.gov.au*

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